

ABSTRACT

An informative system and an operating method thereof are disclosed. The system and method can provide special information service based on the present position of a user. The informative service system includes a local CP(Contents Provider) network having a prescribed service supply range of each region, receiving at least one of information of various stores, companies, real estates and so on in the region, information effective only in the corresponding region and other information requested by a client, the local CP network transmitting the received information to a terminal of the client who is located within the region; and a position confirmation network continuously confirming the client's position through the client's own terminal and providing the confirmed position information of the client to the local CP network. The operating method of the informative service system includes the steps of: continuously confirming the location of a terminal set to receive various services; and collecting special information required for supply of traffic information in a region through a local CP network constructed in the region when it is confirmed through pilot signal transmitted from a client's terminal that the client's terminal enters the region and transmitting the collected information to the client's terminal.